

01-03-00

PTO/SB/05 (2-98)

Please type a plus sign (+) inside this box →

Approved for use through 9/30/00. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**UTILITY
PATENT APPLICATION
TRANSMITTAL**

Attorney Docket No.

17207-00003

First Named Inventor or Application Identifier

Balwinder S. Samra, et al.

Title

METHODS AND SYSTEMS FOR ANALYZING
MARKETING CAMPAIGNS

Express Mail Label No.

EL319727990US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)
(Submit an original, and a duplicate for fee processing)

6. ☐ Microfiche Computer Program (Appendix)

2. ☒ Specification [Total Pages **12**]

7. ☐ Nucleotide and/or Amino Acid Sequence Submission
(If applicable, all necessary)

- Descriptive title of the Invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to Microfiche Appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

- a. ☐ Computer Readable Copy
- b. ☐ Paper Copy (identical to computer copy)
- c. ☐ Statement verifying identity of above copies

3. ☒ Drawing(s) (35 USC 113) [Total Sheets **8**]

4. ☐ Oath or Declaration [Total Pages **1**]

- a. ☐ Newly executed (original or copy)
- b. ☐ Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 17 completed)
[Note Box 5 below]
- i. ☐ **DELETION OF INVENTOR(S)**
Signed statement attached deleting inventor(s) named
in the prior application, see 37 CFR 1.63(d)(2) and
1.33(b).

5. ☐ Incorporation by Reference (useable if Box 4b is checked)
The entire disclosure of the prior application, from which a copy of the
oath or declaration is supplied under Box 4b, is considered as being part
of the disclosure of the accompanying application and is hereby
incorporated by reference therein.

ACCOMPANYING APPLICATION PARTS

- 8. ☐ Assignment Papers (cover sheet & document(s))
- 9. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney
(when there is an assignee)
- 10. ☐ English Translation Document (if applicable)
- 11. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
- 12. ☐ Preliminary Amendment
- 13. ☒ Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
- 14. ☐ Small Entity Statement(s) ☐ Statement filed in prior application,
(PTO/SB/09-12) Status still proper and desired
- 15. ☐ Certified Copy of Priority Document(s)
(If foreign priority is claimed)
- 16. ☒ Other: Express Mail Certificate; Declaration and Power of Attorney for
identification purposes only

*NOTE FOR ITEMS 1 & 14: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL
ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR
APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

☐ Continuation☐ Divisional☐ Continuation-in-part (CIP)

of prior application No:

Prior application information:

Examiner:

Group/Art Unit:

18. CORRESPONDENCE ADDRESS☐ Customer Number or Bar Code Label

or

☐ Correspondence address below

(Insert Customer No. or Attach bar code label here)

NAME

John S. Beulick

Armstrong Teasdale LLP

ADDRESS

One Metropolitan Square, Suite 2600

CITY

St. Louis

STATE

MO

ZIP CODE

63102-2740

COUNTRY

U.S.A.

TELEPHONE

314-621-5070

FAX

314-621-5065

Name (Print/type)

John S. Beulick

Registration No. (Attorney/Agent)

33,338

Signature

Date

12/29/99

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the
amount of time you are required to complete this form should be sent to the Chief Information Office, Patent and trademark Office, Washington, DC 20231. DO NOT
SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

**CERTIFICATE OF MAILING BY EXPRESS MAIL TO
THE COMMISSIONER OF PATENTS AND TRADEMARKS**


Express Mail mailing label number: **EL319727990US**

Date of Mailing: **December 29, 1999**

I certify that the attached patent application of **BALWINDER S. SAMRA** and **OUMAR NABE** for **METHODS AND SYSTEMS FOR ANALYZING MARKETING CAMPAIGNS** (Attorney Docket No. **17207-00003**) including:

- Eight (8) pages of specification; three (3) pages of claims; one (1) page of abstract
- Eight (8) sheets of drawings
- Declaration and Power of Attorney (2 pgs.) (for purposes of identification only)
- Utility Patent Application Transmittal (1 pg.)
- Fee Transmittal (in duplicate) (1 pg.)
- Certificate of Mailing Via Express Mail (1 pg.)
- Return post card

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above in an envelope addressed to the Assistant Commissioner for Patents, Box PATENT APPLICATION, Washington, D.C. 20231.


John S. Beulick
Reg. No. 33,338
Armstrong Teasdale LLP
One Metropolitan Square, Suite 2600
St. Louis, MO 63102
(314) 621-5070